pumps with the 20-gal. optional tank—for $43 I might add—and average 30 mpg," he notes enthusiastically, unable to resist just a little pitch.

"Build a good car and you're home free," he insists.

Much as he obviously enjoys talking about his company's products, the Chrysler head has always been a reluctant on-camera spokesman.

He seems to be annoyed by the fact that the spotlight has been on him, rather than what he feels is first priority—the product.

He once remarked, with some exasperation, "I tell people, 'I take credit for Chrysler's turnaround; the product and our dealers had nothing to do with it.' "

Cronkite first choice

Actually Lee Iacocca wasn't even K&E's first choice for the ad role. Retired tv newsman Walter Cronkite was the pick.

"They did a lot of research and Walter Cronkite came out much better than I did. But we couldn't get him," Mr. Iacocca explains.

The Chrysler chairman didn't much want the job because he felt the use of the top executive "probably means you're in trouble."

His first commercial work was actually limited to tag lines for existing spots. In those tags, he told the American public, "I'm not asking you to buy any car on faith. I'm asking you to compare." And, "If you buy any car without considering Chrysler that'll be too bad for both of us."

He was replaced briefly by Joe Garagiola's rebate pitch because, as a Chrysler marketing executive said at the time, "We gotta sell cars, not image."

Then came the controversial government loan guarantee, and Mr. Iacocca was back in a confidence-rebuilding ad campaign, touting "the new Chrysler Corp."

"We had to have a presence with the public and that's why I started," the reticent ad star explains.

Next came $50 test-drive offers, with Mr. Iacocca saying: "We're not foolish, we're confident."

It wasn't until about two years later that Mr. Iacocca would say in tv spots, "If you can find a better car, buy it.

"If I had said that a couple of years before and the guy did," he points out, "I would have been run out of town on a rail."

Hounded for autograph

He did avoid that fate, but his presenter role has brought unwelcome results of another sort—adulation. "Fans" even line up for his autograph.

"It destroyed his privacy and made him a celebrity, and that's a lot to give up," says John Morrissey, another Ford alumnus and, until recently, K&E chairman.

But despite any personal misgivings, Mr. Iacocca dutifully and effectively played his ad role while he felt his presence was needed.

Now, he says, the mini-van commercials "are about it. I've told [the agency] that unless there is some compelling news, I'm not going to be the product pitchman. We have great people we can use."

It's not the end of his ad-making career, however. He will be doing new tv commercials for a labor-of-love project—the Statue of Liberty-Ellis Island restoration campaign, of which he is chairman.

It's a subject close to his heart since Ellis Island was the port of entry for his father, who immigrated from Italy.

Limiting his ad role

Of his decision to limit his future role in Chrysler commercials, Mr. Iacocca further explains, "I've done a lot in four years, and I think I've run the gamut unless we have something revolutionary like the T or 5/50.

"If we have something like that, I'll *entertain* the *possibility* of one a year and that's enough. But no more three times a year. I'm done with that, definitely," Mr. Iacocca insists.

After a pause, he adds, "I said that before and here I am doing quality commercials."#

U.S. ad spending

In millions of dollars

Medium	1983 (prelim)	1984 (forecast)
Newspapers		
National	2,685	3,035
Local	17,450	19,980
Total	20,135	23,015
Magazines		
Weeklies	1,900	2,165
Women's	1,040	1,185
Monthlies	1,270	1,450
Total	4,210	4,800
Farm publications	155	180
Television		
Network	6,985	7,880
Spot	4,820	5,440
Local	4,285	4,885
Total	16,090	18,205
Radio		
Network	305	350
Spot	1,015	1,135
Local	3,910	4,420
Total	5,230	5,905
Direct mail	11,765	13,410
Business publications	1,876	2,160
Outdoor		
National	520	580
Local	285	320
Total	805	900
Miscellaneous		
National	7,899	8,960
Local	6,895	7,865
Total	14,794	16,825
Total		
National	42,235	47,930
Local	32,825	37,470
Grand total	75,060	85,400

Source: Robert Coen, McCann-Erickson Inc.

Media outlook for '84

Here is a detailed look at the media income forecast for 1984 by Robert Coen, senior vp of McCann-Erickson. Mr. Coen earlier forecast an advertising spending total of $85.4 billion for this year, up 13.8% from the anticipated 1983 total (AA, Dec. 19).

Laser blast

Chrysler chairman Lee Iacocca is high on the campaign for the new Laser sports car, which carries the line: "The competition is good. We had to be better." Kenyon & Eckhardt is the agency on the account.

Past winners

Here are the past years' selections for the Advertising Age Adman of the Year award:

R. Gordon McGovern (1982) president-chief executive officer, Campbell Soup Co.

Steven Ross (1981) chairman-chief executive officer, Warner Communications.

Richard Wirthlin (1980) chief strategist, Ronald Reagan's presidential campaign.

Donald Smith (1979) president, Burger King Corp.

Barry Diller (1978) chairman, Paramount Pictures.

John Murphy (1977) president, Miller Brewing Co.

Robert Dewar (1976) chairman, K mart Corp.

Rawleigh Warner Jr. (1975) chairman, Mobil Oil.

Donald Keough (1974) president, Coca-Cola USA.

W.T. Beebe (1973) chairman, Delta Airlines.

Roy Chapin Jr. (1972) chairman, American Motors Corp.

David Mahoney (1971) chairman-president, Norton Simon Inc.

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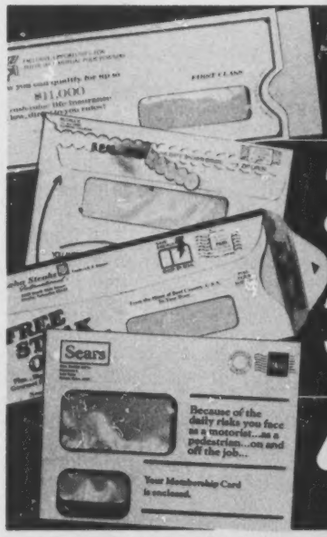

1 PULL-OPE®. Thumb-notched end "pops open" as sales message pulls out. Pulls in more responses!

2 RIP-OPE®. Double tear strip arouses curiosity while delivering sales message. Also protects contents from damage during opening.

3 SIM-PULL®. Pull tab "challenges" reader into opening envelope. Out comes your sales story!

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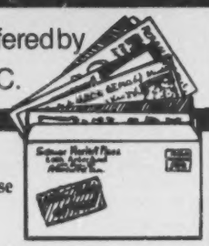

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